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**TRANSMITTAL
FORM**

Application Number	09/737,841
Filing Date	December 14, 2000
First Named Inventor	Gordon
Art Unit	3623
Examiner Name	Romain Jeanty
Attorney Docket Number	SEDN/308 (19880003900)

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

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Incomplete Application☐ Reply to Missing Parts
under 37 CFR 1.52 or 1.53☐ Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a
Provisional Application☐ Power of Attorney, Revocation
Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) _____☐ Landscape Table on CD☐ After Allowance Communication to TC☐ Appeal Communication to Board
of Appeals and Interferences☐ Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☐ Other Enclosure(s)
(please identify below):**Remarks**

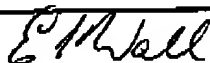
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm

Patterson & Sheridan, LLP

Signature



Printed Name

Eamon J. Wall

Date

11/29/05

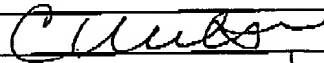
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39,414

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Signature



Typed or printed name

C. Wilson

Date

11/29/05

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


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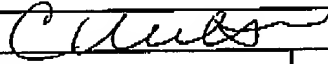
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ENCLOSURES (check all that apply)		
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	Patterson & Sheridan, LLP		
Signature			
Printed Name	Eamon J. Wall		
Date	11/29/05	Reg. No.	39,414

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Signature		
Typed or printed name	C. Wilson	Date 11/29/05

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PATENT APPLICATION

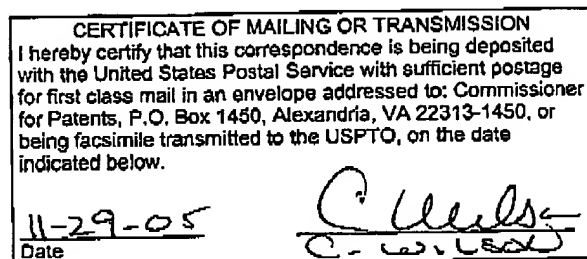
Applicant(s): **Donald F. Gordon et al.**

Case: **SEDN/308** Group Art Unit: **3623**
(19880003900)

Serial No.: **09/737,841** Filed: **December 14, 2000**

Examiner: **Jeanty, Romain**

Title: **METHOD AND APPARATUS FOR COLLECTING AND
REPORTING CONSUMER TREND DATA IN AN INFORMATION
AND DISTRIBUTION SYSTEM**



MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER 37 C.F.R. 1.111

SIR:

This is in response to the non-final Office Action mailed September 2, 2005.

The Commissioner is authorized to charge any fees due, including claim fees and extension of time fees, required to make this filing timely and complete to Applicants' attorneys' Deposit Account No. 20-0782/SEDN/308.